



Emergency Medical Services Public Information, Education, and Relations Conference Proceedings

The National Highway Traffic Safety Administration (NHTSA) sponsored a national conference on Emergency Medical Services (EMS) Public Information, Education, and Relations (PIER) in January, 1991 in Arlington, Virginia. The final report of the conference proceedings are now available. Medical Care Development (MCD) of Augusta, Maine, under contract to NHTSA, facilitated the conference and developed the proceedings report.

Conference participants were selected based on their involvement and knowledge of EMS public information and education programs. The goals of this national conference were to:

- identify and prioritize the PIER needs of EMS providers;
- identify strategies to implement the ASTM standard on PIER; and
- identify strategies to educate EMS peers, government officials and the general public about the EMS system.

The final report includes the conference participants' list of EMS issues, in priority order, and recommendations for action. The top three issues identified by the group were:

1. **Government and Management Commitment to PIER.** A PIER program must have a clear statement of mission and goals and be established as a priority program.
2. **PIER Program Direction.** Organizations should

identify a qualified person to provide leadership for conducting and evaluating PIER programs.

3. **Improvement of the Public's Understanding of EMS.** What the EMS system is, why it is important, how to access the system, how to prevent and respond properly to a variety of emergencies, and what to expect from the EMS system.

The document includes the conference opening remarks by Dr. Craig Lefebvre (Assistant Professor, Brown University, RI); and a discussion of the conference format; a list of participants and observers; and an annotated bibliography of EMS PIER publications.

For a copy of the final report or additional information about this project, contact:

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NTS-42, Traffic Safety Programs
National Highway Traffic Safety Administration
U.S. Department of Transportation
400 Seventh Street, S.W.
Washington, DC 20590.

TRAFFIC TECH is a publication to disseminate information about traffic safety programs, including evaluations, innovative programs, new publications, interesting developments, and success stories. Articles from local communities, State and NHTSA program offices are welcome.

If you have interesting information to share with the traffic safety community, send your articles to the Evaluation Staff, Traffic Safety Programs, NHTSA, NTS-02.1, Room 5125, 400 Seventh Street, S.W., Washington, DC 20590.



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